

the head, ears, paws and tail, such as a choker or scarf, the fur product is to be labeled, invoiced and advertised in accordance with the requirements of the Act and regulations in this part, regardless of the cost of the fur used in the fur product or the manufacturer's selling price. The exemption provided for herein shall not be applicable:

- (1) To any dog or cat fur product;
- (2) If any false, deceptive, or misleading representations as to the fur contained in the fur product are made; or
- (3) If any representations as to the fur are made in labeling, invoicing, or advertising without disclosing:
 - (i) In the case of labels, the information required to be disclosed under section 4(2)(A), (C), and (D) of the Act;
 - (ii) In the case of advertising, the information required to be disclosed under section 5(a)(1), (3), and (4) of the Act; and
 - (iii) In the case of invoicing, the information required to be disclosed under section 5(b)(1)(A), (C), and (D) of the Act.
- (b) Where a fur product is exempt under this section from the requirements of the act and regulations, the manufacturer thereof shall maintain, in addition to the other records required under the act and regulations, adequate records showing the cost of the fur used in such fur product, or copies of invoices showing the manufacturer's selling price of the fur product, provided such price is used as the basis for exemption. Such records shall be preserved for at least three years.
- (c) If a fur product is exempt under this section and the manufacturer's selling price exceeds one hundred fifty dollars (\$150), the manufacturer's or wholesaler's invoice shall carry information indicating such fur product is exempt from the provisions of the Act and regulations in this part; as for example: "FPL EXEMPT."

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§ 301.40 Item number or mark to be assigned to each fur product.

- (a) For the purpose of identification, each fur product shall be assigned a

separate item number or mark by the manufacturer thereof: *Provided, however,* That where all of the furs used in a group of fur products are obtained through the same purchase and from the same source and all of the required information with respect to such furs is identical, then a single item number or mark may be assigned to identify all of the fur products in such group. Each number or mark so assigned shall appear on the required label and invoice pertaining to such product and used for the identification thereof in the records required by § 301.41 of this part.

- (b) Any subsequent dealer in fur products may assign to each fur product handled a different item number or mark to be used on the required label and invoice pertaining to such product, in lieu of that of the manufacturer or other supplier, and for the identification of such fur product in the records required by § 301.41 of this part.

§ 301.41 Maintenance of records.

(a) Pursuant to section 3(e) and section 8(d)(1), of the Act, each manufacturer or dealer in fur products or furs (including dressers, dyers, bleachers and processors), irrespective of whether any guaranty has been given or received, shall maintain records showing all of the required information relative to such fur products or furs in such manner as will readily identify each fur or fur product manufactured or handled. Such records shall show:

- (1) That the fur product contains or is composed of natural, pointed, bleached, dyed, tip-dyed or otherwise artificially colored fur, when such is the fact;
- (2) That the fur product contains used fur, when such is the fact;
- (3) The name or names (as set forth in the Fur Products Name Guide) of the animal or animals that produced the fur;
- (4) That the fur product is composed in whole or in substantial part of paws, tails, bellies, sides, flanks, gills, ears, throats, heads, scrap pieces, or waste fur, when such is the fact;
- (5) The name of the country of origin of any imported furs used in the fur products;